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**STRATEGI PENGEMBANGAN KELEMBAGAAN SWADAYA
BERKELANJUTAN SEBAGAI MEDIA PARTISIPASI MASYARAKAT NELAYAN
DALAM PEMBANGUNAN (STUDI KASUS MASYARAKAT NELAYAN DESA
MORODEMAK KECAMATAN BONANG KABUPATEN DEMAK)**

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Abstract : *The poverty phenomenon has stuck to the life of the fishermen, even to the fishermen community of Morodemak village, Bonang sub district, Demak regency. Central Java Province. Morodemak village is one of the poorest village in Bonang sub district. The weakness of fishermen participation to community participation concept of development. Second, the norm of the community which do not support the development program. Community based institution was subjected to weakness and not properly function because it was not supported by the community participation and it had led Morodemak fishermen to the poverty. The expansion strategy of sustainable community based institution which is supported by participation of the whole fishermen community of Morodemak village is prerequisite in the development to eradicate poverty.*

Key Words : sustainable, community based, institution, participation, development